Basic information

Age Race Location Religion Occupation Education Political Affiliation Income

Marital Status

Baseline Opinions and reactions
(free form and Likert scaled

questions) to interactions with five unique campaign media messages from:

Topic 1: Nutrition & Diabetes (5)

Topic 2: Smoking/COPD (13)

Topic 3: Vaccination (6)

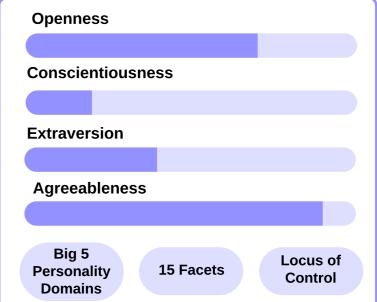
Topic 4: Mental Health (3)

Topic 5: Substance Abuse (6)

Topic 6: Sexual Practice (2)

Topic 7: Chronic Diseases (2)

Personality and traits



VISION-LANGUAGE MODEL

Prediction Examples:

- 1. Type in every thougth that came to mind after viewing the material
- 2. The message motivates me to not engage in unsafe sexual behavior

Strongly Disagree Neutral Agree Strongly agree

